

HONESTY IS BEST POLICY IN ADS SPEAKERS STATE

Ad-Sell League End Season
With Banquet at Oliver. Several Out of Town Men Are on the Program.

Legitimate and truthful advertising was asserted as the most productive for immediate and future results by all the speakers at the final banquet of the Ad-Sell league session held Friday night in the red room of the Oliver hotel. Arthur E. Lord of Elkhart presided over the meeting, the speakers including Bernard J. Mullane of Chicago, A. Y. Redmond of South Bend and Dr. Basil Webb of Elkhart in addition to several local members.

"Constructive Advertising" was the subject of Mr. Mullane's talk. For years the speaker was a part of the Armour & Co. advertising force and at the present time is vice president of the Johnson Advertising corporation of Chicago. That advertising, which brings out the personality of the institution, creating trust, good will and faith, is far more important than price or freak publicity was the contention of the speaker.

Several instances of the difference in value of the different types of advertising were related by Mr. Mullane showing that exploitation of the character of the institution has proven more effective and the firmest foundation upon which to build a successful business.

Personal Contact Important. A. Y. Redmond of the McHenry-Millhouse Mfg. Co., South Bend, spoke upon "Deficiency in Salesmanship," illustrating many of his points with amusing instances. He attacked the theory of teaching scientific salesmanship by the equation method, asserting that personal contact and knowledge of men were the most important factors in making good salesmen. In connection with this he took occasion to urge the members of the Ad-Sell league to organize more compactly in an effort to increase the efficiency of the league to the highest point.

Dr. L. J. Smith of South Bend, medical manufacturer, was called upon for a talk during the discussion of medical advertising and told of his experience in this line, asserting that clean copy brings the best results. John Noble entertained the members during the closing minutes with several comical stories, his talent in this line having been discovered at a recent meeting during a story telling contest of which he was the winner.

That the American Medical association is oftentimes unjust in its vigilance work by which it attempts to blot out fake advertising was the charge made by Dr. Webb. C. R. Stevenson, member of the local vigilance committee, took the speaker to task upon the point, arguing that 90 per cent of medical advertising has been proven non-legitimate. Dr. Webb replied that the companies who have based their advertising on facts are the only remaining companies now standing upon firm ground.

CORPORATION FORMED TO ERECT BUILDING

Crusade Dodge Members Will Subscribe \$30,000 for Structure.

At a special meeting of Crusade lodge No. 14 at K. of P. hall Friday night, a corporation was formed for the purpose of erecting the new building which is to be the home of the organization. The organization is known as Crusade Lodge No. 14, Knights of Pythias Building Commission of South Bend and has a capital stock of \$30,000 divided into 3,000 shares at \$10 each. The directors for the first year are W. A. Silck, Edward Pfeiffer, Aaron Jones, Jr., Charles Pommer, Henry Spohn, David C. Gibson, J. Robert Platz, Q. N. Taggart and Charles A. Dolph.

The articles of incorporation will be sent to Indianapolis today. The building fund of \$20,000 has been nearly completed and no difficulty is anticipated in securing enough money to complete it.

UNIFORM RANK WILL LEAVE FOR TOLEDO

Washington Camp M. W. A. to Take Part at National Meeting.

The uniform rank of Washington camp No. 6675, M. W. A., will leave Sunday morning at 1:27 for Toledo to attend the head camp meeting at that city which will last for a week. The local members will return next Saturday evening.

This meeting is expected to be the largest attended meeting ever held, as delegates will come from the United States and Canada. It is estimated that there will be at least 7,000 members of the various uniform ranks while the extra large number of delegates and visitors will raise the attendance well over the 15,000 mark. Detroit will initiate 1,000 candidates at a special meeting at Detroit Saturday night and will bring them, and 1,000 other members on a special boat to Toledo Sunday morning for the meeting.

The members of uniform rank of Washington camp are the only ones who have signified their intention of attending the meeting. They number but 13, but other members may attend.

NEW SALVATION ARMY LEADER IS IN CITY

Captain W. R. Conway Will Have Charge of Organization Here.

Captain and Mrs. W. R. Conway of Indianapolis have arrived in the city to take charge of local activities in Salvation Army circles. Mr. and Mrs. Conway are both young people and the latter has been in active service but a short time, but Capt. Conway has served seven years in the ranks. They are accompanied by Envoy David Williams, who will take charge of the musical end of the work, assisted by Mrs. Conway. Envoy Williams on Saturday evening will tell of his experiences in India including his service in Nonesuch, Neenuch and Bombay. Local ministers have been inter-

CARRANZA MAKES OWN TERMS FOR REPRESENTATION AT NIAGARA FALLS



GENERAL VENUSTIANO CARRANZA. AT LEFT, GREETING FRIENDS AT SALTILLO.

This photograph of the constitutional leader was made at Saltillo, where he has established himself as provisional president of Mexico in opposition to Gen. Huerta. Carranza is now busily engaged at Saltillo in drawing up terms, to be submitted to the mediators, on which he will delegate representatives to attend the Niagara Falls conference.

viewed by Capt. Conway and his assistants and the majority are said to be in favor of backing all work taken up by the Salvation Army.

CLOTHING CATCHES FIRE

Mrs. Florence Decker Sustains Severe Injuries.

Mrs. Florence Decker, N. Scott st., sustained severe injuries early Friday afternoon when her clothing caught fire from some rubbish which she was burning in the back yard of her home. The flames enveloped her right side and burned her shoulder seriously. Dr. J. B. Berteling was summoned and dressed the wounds, which though painful will not be fatal.

I. W. W. AGITATOR WHO WORKED INDEFATIGABLY TO SECURE BAIL FOR ELEVEN ORATORS WHO WERE IMPRISONED AT WHITE PLAINS, N. Y.



PLUCKY YOUNG ANARCHIST LEADER.

Miss Helen Harris, one of young women followers of Alexander Berkman, the noted I. W. W. agitator, who worked indefatigably to secure bail for the 11 I. W. W. orators and others who were imprisoned at White Plains, N. Y., for attempting to hold open air meetings without permits.

BALLOON STRUCK BY LIGHTNING; MISSING

Carrier Pigeon Released by Occupants Brings News of Accident.

PORTLAND, Ore., June 13.—Searchers Friday night have failed to find the balloon "Million Population," one of the four entrants in the race of the Aero club of America which was struck by lightning while flying over the rugged Cascade mountains.

Scores of searching parties have been sent out, but with nothing to guide them in their search, little hope is held out that the missing aeronauts will be found.

The news of the wrecking of the "Million Population" was brought here by a carrier pigeon released from the disabled balloon. The message was signed by G. Y. Morrison and read: "Balloon struck by lightning. Barry badly hurt. Lost in woods. Come quick."

Morrison was a passenger in the balloon and John Barry of St. Louis was the pilot. Morrison, in his excitement failed to mention where the bag had landed. The balloon was soaked with only rations sufficient for 24 hours. Ralph E. Warren, owner of the pigeon, declared Friday night that there was one other pigeon that had not arrived, but he believed it had perished, either by the wrecking of the balloon or in the storm.

The last seen of the balloon, thought to be Barry's, was in the vicinity of Colton Thursday night.

Theaters

SURPRISE THEATRE.
"The Call Back" will be one of the feature reels at the Surprise theater today. This is a Victor drama, with J. Warren Kerrigan, Vera Sisson and Bess Meredyth. Jack thinks that he understands women, but when he meets his sweetheart, he refuses his proposal of marriage he decides that his ideas on the subject of the sex are all wrong. "The Unlawful Trade" is a Rex drama. This is another of many moonshine stories which is filled with melodrama from start to finish. There is a theme of love introduced which somewhat softens the rugged edges of the plot and the sacrifice made by the hero is somewhat redeeming. "Down on the Farm" is a Keystone comedy.

Tomorrow's pictures will include "Was She Right in Forgiving Him," a powerful Thackeray drama and is an interesting two-reel picture featuring Maud Fealy. Harry Benham and Helen Badgley are in the cast. "The Counting of Prudence" is an affecting drama of love and paternal forgiveness by Beauty players. Margarita Fischer and Harry Pollard are in the leading role.

THE AUDITORIUM.

So great is the love between Alvisio, a young Mexican soldier, and Dolores, daughter of a ranchero, that each tries to assume the guilt of a crime which they believe the other has committed. The details of this absorbing story will be found in "The Vengeance of the Vaquero," a Kalem drama, at the Auditorium today. Don Fernando, commandant of the presidio, loves Dolores. Alvisio, his aide, is also in love with her. The Don is cruel and overbearing and he strikes Jose, a vaquero, across the face with a whip, for an imaginary offense. The vaquero vows revenge. Dolores and Alvisio wish to marry but Dolores' father wants her to marry the Don. She goes to plead with Fernando not to marry her but Jose has arrived before her and killed the man. She is horrified when she finds the man dead, and Alvisio discovering her there believes she has committed the deed. He compels her to depart and then announces that he is guilty of the deed, but Jose finally confesses and everything ends happily for the lovers. "The Baby Spy," a clever two-reel Selig, "Lost—A Pair of Shoes," an Edison comedy, and "Sophie Starts Something," Essanay farce comedy, complete today's bill.

AGREEMENT IS REACHED

Suit to Set Aside Mira Miller Will is Dismissed.

An agreement as to settlement was reached by attorneys in the suit to set aside the will of Mira Miller in the circuit court Thursday afternoon. The suit was filed by Mary I. Betts against J. M. Garrison and others charging that undue influences had been used in persuading Mira Miller to make out her will in favor of the defendant. After the trial opened Friday morning the attorneys agreed to a settlement of the estate, which amounts to almost \$50,000. The exact terms of the settlement were not made known.

MAIL CLERK IS ARRESTED

VINCENNES, Ind., June 13.—Government Inspector Ely Friday morning arrested Willbur Schaller, a new clerk in the local postoffice, on a charge of robbing the mails.

Several letters containing bills were found in Schaller's possession.

IS FINED \$10 AND COSTS

William Sensenbaugh, 409 Keasey st., was found guilty and fined \$10 and costs yesterday afternoon in police court charged with selling short weight ice. An appeal was taken to the circuit court. W. R. Slaybaugh was the complaining witness. Sensenbaugh was an employee of the South Bend Vacuum Ice Co. when the alleged shortweighing was done.

To Look and Feel Bright in Hot Weather

This is the season when she who would have a bright complexion should turn her thoughts to mercolized wax, the firm friend of the summer girl. Nothing so effectively overcomes the scorching effects of sun, wind, dust and dirt. The wax literally absorbs the scorched, discolored, freckled and sunken or coarsened cuticle, bringing forth a brand new skin, clear, soft and girlishly beautiful. It also unclogs the pores, removing blackheads and increasing the skin's breathing capacity. An ounce of mercolized wax, obtainable at any drugstore, applied nightly, like cold cream, and washed off morning, will gradually improve the worst complexion. When depressed by the heat and you want to freshen up for the afternoon, evening, bathe the face in a lotion made by dissolving an ounce of powdered saxite in a half pint witch hazel. You'll find this more refreshing than an hour's rest. It is fine for smoothing out wrinkles, even the deeper ones.—Ads

WHAT YOU EAT

The value of your food as a health maker can only be estimated insofar as it is perfectly digested. If it is poor and the bowels are constipated or liver inactive, try

HOSTETTER'S Stomach Bitters

REAL ESTATE TRANSFERS.

Recorded June 11, 1914.
Brought forward, \$100,000.00.
1. Florin Solchanski and wife to Anton Winkler and Etzel Winkler, part lot 8, Rapp's first addition, \$1,700.
2. Philip J. Klingel and wife to Leslie C. Whitcomb and Fred W. Keller, lot 23, P. J. Klingel's sub of O. L. "F" Klingel's Michigan av. addition, \$2.
3. Achiel Verhike to Alphonse DeKoen and wife, lots 230, 330, 341, 342, 347, 348, 349 and 350, Towle's third addition, \$3,000.
4. Willis A. Bugbee, comr to Etta L. Reid, lot 15, Morris Park addition, \$3,500.

TRY NEWS-TIMES WANT ADS

MAJESTIC

10c — 10c
4 Feature Films of
HIGH CLASS
MOTION
PICTURES
TODAY.
"The Conspiracy."
SUNDAY
"The Master
Criminal."
FRANK DEVOE
In Songs.
THEATER

VAUDEVILLE OF QUALITY

**Orpheum
THEATRE**

NOW PLAYING

WINIFRED ST. CLAIRE
STOCK CO.
Today
"THE GIRL FROM
OUT YONDER"
Sunday
"THE WISHING
RING"
Matinee Daily—2:30
Evenings—8:15
SUNDAY—Winifred St. Claire

Montgomery's

321 South Michigan St.

SURPRISE THEATRE TODAY

J. Warren Kerrigan

In "THE CALL BACK"

Victor drama, with Vera Sisson and Bess Meredyth.

Jack understood animals

better than he did women.

THE UNLAWFUL TRADE

Rex drama.

DOWN ON THE FARM

Keystone Comedy.

Coming Tomorrow

WAS SHE RIGHT IN FORGIVING HIM?

Thanhouser Two Reeler.

THE COURTING OF PRUDENCE

New Beauty Film.

AUDITORIUM

The Big Saturday Show Today.

THE BABY SPY

A Special Two Reel Selig.

LOST—A PAIR OF SHOES

A very good Edison comedy.

THE VENGEANCE OF THE VAQUERO

A Fine Kalem Indian Drama.

SOPHIE STARTS SOMETHING

A screaming Essanay Western Comedy.

A Grand Day for the Children.

MAXWELL and HERFF BROOKS

LINCOLN HIGHWAY GARAGE

517 MICHIGAN AV.

J. W. NIKART

BELL 3411. HOME 8266

TRY NEWS-TIMES WANT ADS

STRAW HATS

EXTRA QUALITY

There's no face we can't suit—no head we can't fit—no

purse we can't accommodate.

We have prepared a showing that a careful buyer cannot

miss. Prices \$1, \$2, \$2.50, \$3, \$5, \$6.

Also a fine selection of Light Silk Hats and Caps, at the

John Hale Hat Store

127 W. Washington Ave.

THE EXCLUSIVE HAT STORE.

Be a Perfect Man

With No Back Pains—No Nervousness—No Loss of Ambition, But With Plenty of Life and Energy and the Vigor of Youth Restored.

To be strong and manly is the aim of every man, and yet how many we find who are wasting the vitality and strength which nature gives them. Instead of developing into the strong, vigorous, manly men that nature intended them to be, they find themselves broken down, and despondent—no ambition to do anything. They struggle aimlessly along, sooner or later to become victims of dreaded disorders, their finer sensibilities blunted and their nerves shattered.

Is This the Way You Feel?

Do you feel tired in the morning and easily exhausted? Is your back weak or lame? Do you have difficulty in fixing your thoughts? Is your memory failing? Are you losing ambition? Do you feel you are not the man you once were? Do you have hot flashes up and down the spine or sudden weak spells at the base of the brain, sudden spells like fright from no apparent cause? Are you very restless or sleepless at night? Are you very nervous and irritable, with a feeling that you want to be alone? Are you gloomy with a sense of some great oppression upon you? If so, then you need my treatment now and we want you to call or write today. Don't delay. You surely do not want to remain in this condition. Don't suffer longer. We cure you. Master your disease before it masters you.

My Fees Are Within Reach of the Workingman

Our price is always reasonable. We will give the POOREST man a chance as well as the RICH, to receive a cure from us at SMALL COST. There is no man too poor to get our advice free.

I Cure to Stay Cured

Varicose Veins, Blood Disorders, Skin Disorders, Bladder and Kidney Ailments, Piles, Fistula and all Special, Acute and Chronic Disorders of men.

Free to Men

A friendly heart-to-heart talk will COST YOU NOTHING. We have been lecturing on and treating disorders of men for many years. We have EXPERIENCE, that best of all teachers, the most thorough equipment and purest drugs that money can buy.

Honest Treatment

We will use you honestly, treat you skillfully and cure you in the shortest possible time. We will positively guarantee to cure any case that we decide is curable or refund the fee. We know what we can do and have the courage of our opinion. We are willing to stake our reputation upon it.

Proofs

Come and see us today, examine the living proofs that we have to offer, investigate our records as doctors and as men. It will cost you nothing and may mean a lifetime of health and happiness to you.

DON'T LET MONEY MATTERS OR MODESTY KEEP YOU FROM BEING CURED. CALL. WE DO NOT "PATCH UP." WE CURE TO STAY CURED. DO NOT DELAY. CALL OR WRITE TODAY. EVERYTHING CONFIDENTIAL.

Free Consultation and Examination Free

Dr. Fleener Co., Specialists for Men Only

Over Peck's Shoe Store, 109½ W. Washington Av., South Bend, Ind.

Office Hours—9 a. m. to 8 p. m. Sundays, 9 a. m. to 12 noon only.

Sat. Sun. Mon.

EYES EXAMINED

And Headaches Relieved Without the Use of Drugs by



H. LEMONTREE

South Bend's Leading Optometrist and

Manufacturing Optician.

217½ South Michigan Street.

Home Phone 5504. Bell Phone 237.

Sundays from 9 to 10:30 A. M.

SOUTH SHORE LINES

SAFETY FIRST

When Spring Needs

Are Bought at

CHAS. B. SAX & CO.

EYES EXAMINED FREE

Glasses Fitted at Moderate Prices—

Satisfaction Guaranteed

EST. 1900

BURKE & CO. OPTICIANS

DR. J. BURKE & CO.

Optometrists and Manufacturing Opticians

238 S. MICHIGAN ST.

Sunday—9 to 10 by Appointment.

NOTICE—We duplicate any lenses the same day. No matter who fitted them. Bring the pieces.

Public Drug Store

New Location

124 N. MICHIGAN ST.

SWANK

Cleans and Blocks

PANAMA HATS

\$1.00 each. Both Phones

TRY NEWS-TIMES WANT ADS